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ABSTRACT

This book explores the broadcast media coverage of college athletics from the early days of radio through the development of television. It examines the culture of college athletics, the role of the National Collegiate Athletic Association in media coverage, and the political infighting in college sports. The chapters are: (1) "The Media and Early College Sport"; (2) "Marconi, the Wireless, and Early Sports Broadcasting"; (3) "The Broadcasters"; (4) "Graham McNamee and Ted Husing Dominate the Airwaves"; (5) "The Radio Threat to College Football Attendance"; (6) "In the Image of Rockne: Notre Dame and Radio Policy"; (7) "Radio Goes 'Bowling': The Rose Bowl Leads the Way"; (8) "Sport and the New Medium of Television"; (9) "Networks, Coaxial Cable, Commercialism, and Concern"; (10) "Notre Dame Chooses Commercial TV"; (11) "Penn Challenges the NCAA and the Ivy League"; (12) "The NCAA Experimental Year"; (13) "Networks: The Du Mont Challenge"; (14) "Regional Conferences Challenge a National Policy"; (15) "TV and the Threat of Professional Football"; (16) "Roone Arledge and the Influence of ABC-TV"; (17) "Advertising, Image versus Money, and the Beer Hall Incident"; (18) "The Television Announcer's Role in Football Promotion"; (19) "The Cable Television Dilemma: More May Be Less"; (20) "TV Money, Robin Hood, and the Birth of the CFA"; (21) "TV Property Rights and a CFA Challenge to the NCAA": (22) "Oklahoma and Georgia Carry the TV Ball for the CFA Team"; (23) "TV, Home Rule Anarchy, and Conference Realignments"; (24) "Basketball: From Madison Square Garden to a Televised Final Four"; and (25) "TV's Unfinished Business: The Division I-A Football Championship." An appendix contains a timeline of media coverage of college sports. A bibliographical essay discusses works consulted. (Contains 874 endnotes.) (SLD)

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